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February 24, 2006

Charles Lawson
City Manager
City of Milpitas
City Hall-455 E. Calaveras Blvd.
Milpitas, CA 95035

Dear Charles:

Thank you and the City of Milpitas for your past support of 211 services for Silicon Valley. We are continuing on the path to bring this critical service to all the residents of Milpitas and the county. We look forward to partnering with you to develop a system that clearly will meet the diverse and considerable needs of our population.

As you may recall, 2-1-1 is an easy-to-remember telephone number that impacts communities by connecting people with important services and volunteer opportunities, while reducing the stigma of accessing services, building efficiency of the non-profit sector, serving as a useful planning tool, and empowering the nation to respond better to large-scale emergencies.

PROGRESS TO DATE:

Statewide Context: 2-1-1 service already exists in six counties: Los Angeles, Orange, Riverside, San Diego, Santa Barbara, and Ventura. San Francisco becomes the first northern California county to launch the end of March. Cities in those counties have played major roles in bringing these systems to fruition. Collaborations with cities have facilitated their input early in the design phase, resulting in features that specifically aid city residents and visitors.

2003 Community Endorsements: we approached your city council and received an endorsement of the concept of providing 2-1-1 service to the County of Santa Clara that is accessible to all—including your residents and those who work or visit your community.

2004 Working Toward a Solution: the Silicon Valley 2-1-1 Steering Committee, made up of community-wide members with the convening support of United Way Silicon Valley took on the task of determining the best means to provide 2-1-1 service at a cost the community can afford.

2005 Finding a 2-1-1 Service Provider: the Steering Committee issued a request for qualifications to potential providers of 2-1-1 services to Santa Clara County. We selected two finalists. Following site visits, checking of references and other means of assessing the qualities of the potential vendors, the Steering Committee unanimously recommended that Interface of Ventura County be asked to provide 2-1-1 services for a period of two years. Interface provides 24/7 2-1-1 service to Ventura County and after-hours weekend and holiday service to Orange, Riverside and Santa Barbara Counties.

2006 United Way's Financial Commitment: in January, the United Way Silicon Valley Board of Directors accepted the recommendation of the Steering Committee and committed \$150,000 plus staff resources to launch 2-1-1 services by December 2006.

HOW 2-1-1 WILL WORK IN SANTA CLARA COUNTY:

We envision individuals and families can be served in two possible ways—from the 24/7 call center and from a web site that will accompany the 2-1-1 system.

Regular calls through the main 2-1-1 number: When a Milpitas resident dials 2-1-1 the receiving call-taker at the 2-1-1 Center will ask in what city or town they need services. The receiving 2-1-1 staffer is prompted to launch specialized searches to access information. For example, if the person is a senior and lives in Milpitas the screen can then display prompts that ask where the person resides to help determine the closest service provider using their zip code.

2-1-1 will allow faster access through our 24/7 call center to information about direct and wrap-around services regardless of the caller's spoken language. The services in our database would benefit a person regardless of the special needs- developmental, cultural, age or linguistic. The person, parent or caregiver would no longer need to waste precious time seeking information through multiple calls. With the proposed call management system, the person's call can be transferred to the appropriate service provider.

2-1-1 Santa Clara County Website: Access to this site would be free and open to the public; this access method would allow people to access information from their homes, workplaces, schools, libraries and other community centers. (In Houston Texas, about 50% of the contacts are made through their website with 175,000 searches per year.) With your city's participation will come considerable public recognition, including active hyperlinks through the 2-1-1 Santa Clara County Website to your City of Milpitas's official website and its specialized resources.

SILICON VALLEY 2-1-1 TIMELINE

- Service provider partner determined – January 2006
- Obtain letters of support and submit application to CPUC – April 2006
- Secure initial funding – June 2006
- Receive CPUC Approval – September 2006
- 2-1-1 in Santa Clara County goes Live – February 11, 2007 (2/11/07)

NEXT STEPS, FUNDING AMOUNT REQUESTED:

We are asking from the City of Milpitas, \$10,000 as a portion of the total cost of the 2-1-1 planning and development for fiscal year 2006-2007. We are seeking a broad base of community, individual, corporate and government support. Those prospective funders are private donors, government entities including the County of Santa Clara, each county municipality, and a number of community organizations including The Health Trust, Council on Aging, Community Foundation Silicon Valley, and the FIRST 5 Commission. Our goal is to build a sustainable system with long-term funding commitments including an endowment program. The total system cost is estimated at \$685,000 per year. We expect to apply for continuing support from your city commensurate with your population in subsequent years. A letter of support from the city of Milpitas would be greatly appreciated. We plan to include it with our CPUC application.

We will be contacting you shortly to request your assistance in negotiating this request through your budgetary approval process and signing a letter of support.

Your support of the community-based 2-1-1 system will continue to benefit the residents of Milpitas for many years to come. If you have any questions, please contact me at (408) 345-4302 or email me at Mark.Walker@uwsv.org, or Amari Romero-Thomas, Senior Vice-President Community Impact at (408) 345-4371 or Amari.Romero-Thomas@uwsv.org

Sincerely,



Mark Walker, President and CEO
United Way Silicon Valley



Mary Davey
Chair Silicon Valley 2-1-1 Steering Committee

Letter of Support Template for 211
(On letterhead)

Proposed
Sample
letter

Date

Mr. Stephen Larson
Executive Director
California Public Utilities Commission
505 Van Ness Avenue
San Francisco, CA 94102

Re: Request of United Way Silicon Valley's request for Authorization to Utilize 2-1-1
Dialing Code to Serve Santa Clara County

Dear Mr. Larson,

I am writing in support of United Way Silicon Valley's request for authorization to utilize
the 2-1-1 dialing code to serve Santa Clara County.

As the Insert Title/Agency/Governmental entity, I understand the value of community
services. Insert Agency/Governmental entity Information.

For over 80 years, United Way Silicon Valley (UWSV) has served people in Santa Clara
County. United Way's First Call for Help program has been the comprehensive
community services information and referral program for the county. Through its
membership in the 2-1-1 California Partnership, United Way Silicon Valley has been a
leader with 2-1-1 planning in the state. I am confident that UWSV's partnership with
Interface, an experienced 2-1-1 service provider in Ventura County, will result in a
successful 2-1-1 system in Santa Clara County.

I fully support United Way Silicon Valley's application to be the 2-1-1 service provider
for Santa Clara County to ensure that our residents have increased access to community
services through 2-1-1 dialing.

Sincerely,

Name

Title

Agency/Governmental entity